

WHAT IS CLAIMED IS:

1. A method of preparing a universal base composition comprising dispersing a pigment in a resin that is soluble in both water and organic solvent and wherein:

5 (a) said resin comprises both hydrophobic and hydrophilic monomers;

(b) the total weight of the hydrophobic and hydrophilic monomers is at least about 20% of the total weight of the resin; and

10 (c) the weight ratio of hydrophobic monomers to hydrophilic monomers is from about 1/5 to about 5.

2. The method of claim 1, wherein the resin is selected from the group consisting of polyester, acrylic, polyurethane, polyamide, and copolymer resin thereof.

3. The method of claim 2, wherein the resin is a polyurethane resin.

4. The method of claim 3, wherein the total weight of the hydrophobic and hydrophilic monomers is from about 25 to about 35% of the total weight of the resin.

5. The method of claim 3, wherein the weight ratio of hydrophobic monomers to hydrophilic monomers is from about 1/3 to about 3.

6. The method of claim 2, wherein the resin is a polyamide resin.

7. The method of claim 6, wherein the total weight of the hydrophobic and hydrophilic monomers is from about 40 to about 60% of the total weight of the resin.

8. The method of claim 6, wherein the weight ratio of hydrophobic monomers to hydrophilic monomers is from about 1/3 to about 3.

9. The method of claim 2, wherein the resin is a polyester.

10. The method of claim 9, wherein the total weight of the hydrophobic and hydrophilic monomers is from about 50 to about 70% of the total weight of the resin.

11. The method of claim 9, wherein the weight ratio of hydrophobic monomers to hydrophilic monomers is from about 1/3 to about 3.

12. The method of claim 2, wherein the resin is an acrylic.

13. The method of claim 2, wherein the resin is a copolymer.

14. The method of claim 13, wherein the copolymer is a urethane-amide or a urethane-ester.

15. The method of claim 1, wherein the resin has an

acid number of about 0 to about 300.

16. The method of claim 14, wherein the resin has an acid number of about 30 to about 250.

17. The method of claim 1, wherein the resin has an amine value of about 0 to about 400

18. The method of claim 17, wherein the resin has an amine value of about 150 to about 380.

19. The method of claim 1, wherein the molecular weight of the resin is from about 500 to about 1,000,000.

20. The method of claim 1, wherein the resin has a softening point of about 20°C to about 200°C.

21. The method of claim 1, wherein dispersing the pigment is carried out in the presence of additives.

22. The method of claim 1, wherein the pigment is in presscake or dry color form.

23. The method of claim 1, wherein the pigment is about 10 to 80% by weight of the universal base composition.

24. A universal base composition prepared according to the method of claim 1.

25. A method of preparing an ink formulation or an ink dispersion comprising dissolving a universal base composition prepared according to claim 1 into a water or organic solution.

26. The method of claim 25, wherein the ink formulation is suitable for laminating applications.

27. The method of claim 25, wherein the ink formulation is suitable for surface applications.

28. The method of claim 25, wherein the ink can be printed with flexographic, gravure or ink jet processes.

29. An ink formulation prepared according to the method of claim 25.

30. An ink dispersion prepared according to the method of claim 25.